

# Council of Governors Membership and Engagement Group Meeting

## AGENDA

**Date:** Tuesday 16<sup>th</sup> July 2024

**Time:** 17:30 – 19:00

**Venue:** Boardroom, Level 1, King's Mill Hospital

No	Item	Status	Paper
1.	<b>Chair's Welcome and Apologies for Absence</b> <i>Quoracy check: (Minimum of 3 Governors, 1 of whom must be a public Governor, and 1 Trust Officer (from Communications) in attendance)</i>	Agree	Verbal
2.	<b>Declarations of Interest</b> <i>To declare any pecuniary or non-pecuniary interests</i> Chair	Declaration	Verbal
3.	<b>Action Tracker</b> Chair	Approve	Enclosure 3
4.	<b>Communications Feedback / Membership Activity</b> Rich Brown, Head of Communications	Assurance	Enclosure 4
5.	<b>Membership Strategy</b> Rich Brown, Head of Communications	Assurance	Enclosure 5
6.	<b>Meet Your Governor</b> Rich Brown, Head of Communications	Assurance	Enclosure 6
7.	<b>Feedback from Governors</b> Chair / All	Update	Verbal
8.	<b>Any Other Business</b>		Verbal
9.	<b>Date of Next meeting</b> <b>Date:</b> 1 <sup>st</sup> October 2024 <b>Time:</b> 17:30–19:00 <b>Venue:</b> Boardroom, Level 1, King's Mill Hospital		

**COUNCIL OF GOVERNORS - MEMBERSHIP & ENGAGEMENT ACTION TRACKER**  
9th January 2024

Present: L.Barrett (Chair), A.Jackson, D.Walters, D.Wilson, I.Holden, J.Stubbings, J.Doddy, J.Wyatt, N.Slack, S.Musson, S.O'Neill, T.Burton, S.Brook Shanahan, R.Brown, D.Ainsworth, S.Bradshaw (Actions)

Apols: J.Dove, J.Wood, K.Stewart, L.Dales, N.Cooper, P.Kirby, P.Gregory, V.Desai

Absent: R.Scott, S.Hunkin

There were no declarations of interest  
pertaining to items on the agenda

Key	
Red	Action Overdue
Amber	Update Required
Green	Action Complete
Grey	Action Not Yet Due

Item No	Date	Action	Committee	Sub Committee	Deadline	Exec Lead	Action Lead	Progress	Rag Rating
M&E 23/15	17/07/2023	List of local community groups / events to be compiled as alternative route to gaining feedback	Membership & Engagement	None	03/10/2023	S Holmes / L Barrett		<b>Verbal update to be provided to meeting on 03/10/2023</b>  <b>Update 03/10/2023</b> Sue has made contacts with various organisations and will compile these into a list. <b>Update 09/01/2024</b> List has been compiled and will be circulated to governors (NOTE - list e-mailed to governors on 10/01/2024) <b>Complete</b>	Green
M&E 23/18	03/10/2023	Benefits of Trust membership to be clearly defined	Membership & Engagement	None	09/01/2024	R Brown		<b>Update 09/01/2024</b> To be combined with action 23/19 <b>Complete</b>	Green
M&E 23/19	03/10/2023	Aims and objectives for Trust membership to be discussed at the next Governor Forum	Membership & Engagement	None	09/01/2024 02/07/2024	R Brown / S Brook Shanahan		<b>Update 09/01/2024</b> To be included as a topic for discussion at the governor conference on 16th April 2024. Review action at July meeting  <b>Update 10/07/2024</b> Membership Strategy on agenda for July M&E meeting <b>Update 11/07/2024</b> Revised constitution to be presented to CoG in August for approval, before approval by the Board of Directors in September and Final approval at the AGM in September 2024 <b>Complete</b>	Amber
M&E 23/20	03/10/2023	Consider renaming the Rest of the East Midlands constituency to Mansfield, Ashfield and the Rest of the East Midlands	Membership & Engagement	None	02/07/2024	S Brook Shanahan		<b>Update 09/01/2024</b> To be included in discussion relating to Meet Your Governor at the governor conference on 16th April 2024.  <b>Update 10/07/2024</b> Action to be carried forward - to be considered from outcomes of 'Hot topics' work <b>Update 09/01/2024</b> Work underway looking at accessibility of website. Checking reading age will be incorporated into this work. Update will be provided in 6 months time.  <b>Update 10/07/2024</b> Ongoing: review of broader accessibility of Trust communications due to take place, starting with review of Trust website. Delayed due to vacancies within team.	Amber
M&E 23/23	03/10/2023	Consider having "You said, We did" posters / digital display boards in main public areas of hospital.	Membership & Engagement	None	02/07/2024 01/10/2024	R Brown		<b>Update 09/01/2024</b> To be included in discussion relating to Meet Your Governor at the governor conference on 16th April 2024.  <b>Update 10/07/2024</b> Action to be carried forward - to be considered from outcomes of 'Hot topics' work <b>Update 09/01/2024</b> Work underway looking at accessibility of website. Checking reading age will be incorporated into this work. Update will be provided in 6 months time.  <b>Update 10/07/2024</b> Ongoing: review of broader accessibility of Trust communications due to take place, starting with review of Trust website. Delayed due to vacancies within team.	Amber
M&E 24/01	09/01/2024	Ensure documents / communications issued by the Trust are of an appropriate reading age	Membership & Engagement	None	02/07/2024 01/10/2024	R Brown		<b>Update 09/01/2024</b> Work underway looking at accessibility of website. Checking reading age will be incorporated into this work. Update will be provided in 6 months time.  <b>Update 10/07/2024</b> Ongoing: review of broader accessibility of Trust communications due to take place, starting with review of Trust website. Delayed due to vacancies within team.	Amber
M&E 24/02	09/01/2024	Initial draft of 'Strategy on a page' to be circulated to governors	Membership & Engagement	None	10/01/2024	S Brook Shanahan	S Bradshaw	Document e-mailed to governors during the meeting <b>Complete</b>	Green
M&E 24/03	09/01/2024	MYG forms to be refreshed	Membership & Engagement	None	02/07/2024	R Brown / S Brook Shanahan		<b>Update 09/01/2024</b> To be included as a topic for discussion at the governor conference on 16th April 2024.  <b>Update 10/07/2024</b> Updated; to be shared as part of presentation on 'Hot topics' at July M&E meeting	Amber

**Approvals**

None

## Council of Governors – Membership & Engagement Group - Cover Sheet

<b>Subject:</b>	Membership and engagement report		<b>Date:</b>	9 July 2024	
<b>Prepared By:</b>	Rich Brown, Head of Communication				
<b>Approved By:</b>	Rich Brown, Head of Communication				
<b>Presented By:</b>	Rich Brown, Head of Communication				
<b>Purpose</b>					
To provide an update on membership engagement and activity for the last quarter.				<b>Approval</b>	
				<b>Assurance</b>	<b>X</b>
				<b>Update</b>	<b>X</b>
				<b>Consider</b>	
<b>Strategic Objectives</b>					
Provide outstanding care in the best place at the right time	Empower and support our people to be the best they can be	Improve health and wellbeing within our communities	Continuously learn and improve	Sustainable use of resources and estates	Work collaboratively with partners in the community
			<b>X</b>		<b>X</b>
<b>Principal Risk</b>					
<b>PR1</b>	Significant deterioration in standards of safety and care				
<b>PR2</b>	Demand that overwhelms capacity				
<b>PR3</b>	Critical shortage of workforce capacity and capability				
<b>PR4</b>	Failure to achieve the Trust's financial strategy				
<b>PR5</b>	Inability to initiate and implement evidence-based Improvement and innovation				
<b>PR6</b>	Working more closely with local health and care partners does not fully deliver the required benefits				
<b>PR7</b>	Major disruptive incident				
<b>PR8</b>	Failure to deliver sustainable reductions in the Trust's impact on climate change				
<b>Committees/groups where this item has been presented before</b>					
Not applicable					
<b>Acronyms</b>					
None used					
<b>Executive Summary</b>					
<p>The appended report provides an update on membership engagement and activity for the last quarter, including updates on:</p> <ul style="list-style-type: none"> <li>• <b>Member communications and engagement during the quarter</b></li> <li>• <b>An analysis of member representation is detailed in the report</b></li> <li>• <b>A brief look ahead to planned membership activity planned during the next quarter</b></li> </ul>					

## Member communications and engagement

The Trust Communication team continues to produce a monthly *Trust Matters* e-newsletter that is sent to all members of the Trust who have consented to being contacted by email. No editions have been shared since the pre-election period began in May 2024.

The Trust Communication team has also supported governors with facilitating 'Meet your governor' events during April, May and June across the Trust's hospitals. Feedback from those events has been fed back to the Director of Corporate Affairs via the Corporate Secretariat for consideration, analysis and reporting.

## Member representation

The current public membership total stands at 13,405, compared to the 13,469 that was reported at the Governors' Conference in April 2024. This represents a decrease in the Trust's membership, owing to the natural decrease that occurs as Trust members opt to leave the membership or where or changes of addresses or other circumstances are noted.

A brief analysis of the gender, age demographics, ethnicity, socioeconomic groupings and constituencies is provided below:

- **Gender**  
Males are still underrepresented among the Trust's membership, with a total of 4,720 male members across all constituencies. Males currently make-up just 35.21% of the Trust's membership.
- **Age group**  
Just 75 of the Trust's membership are aged under 22 (0.56%), with young people remaining significantly underrepresented among the Trust's membership.
- **Ethnicity**  
Of the Trust's 12,062 public members who have declared their ethnicity, just 329 (2.73%) identify as non-white British. This compares to 13.4% across the East Midlands area who are classed as non-White British, according to 2021 Census data.
- **By public constituency**  
A breakdown of the Trust's membership by public constituency area is provided below:
  - 10,119: Rest of East Midlands
  - 3,141: Newark and Sherwood
  - 124: Rest of England
  - 21: Out of Trust area

Appendix one of this report contains a more comprehensive dashboard of public membership data.

## Sickness absence of the Membership and Engagement Officer

The Group is asked to note that the Trust's Membership and Engagement Officer, Christine Moody, is currently absent from work due to unplanned sickness absence. She is due to return to work on Friday 2 August 2024.

Governors will know the vital role that Christine plays in supporting governors with their important work and her absence will be felt within the team.

The Communications Team will continue to maintain activity that is considered 'business critical' to the work of the governors within the Trust, however capacity will be limited for any additional work beyond that already committed to.

Key activity that the team will commit to maintaining in Christine's absence will include:

- Preparing future editions of the monthly *Trust Matters* e-newsletter
- Supporting the running of the monthly *Meet your Governor* events
- Coordinating the redesign and relaunch of the Trust's *Meet your Governor* sessions, as described below.

## Relaunch of *Meet your Governor*

At the Governors' Conference in April, Trust governors agreed to consider a re-design of the Trust's *Meet your Governor* sessions to focus on 'hot topics' that will seek to generate actionable insight around key areas that are considered priorities for the Trust and governors alike.

Appendix two includes slides outlining the proposed approach to take, with governors asked to APPROVE IN PRINCIPLE the proposed. Updates on the proposed approach will be presented at future meetings of the Council of Governors Membership & Engagement Group for assurance.

## Appendix one: Dashboard of public membership data

Data	Local population data by volume	Local Census data by (%)	Local Census data by (%), adjusted to remove under 16s	<u>Trust membership data</u>	
				09/07/2024	
				#	%
Total population	4,947,180	-		-	-
Total public members	-	-		13,405	82.37%
Total members with email addresses (#)	-	-		2,363	17.63%
<b>Breakdown by constituency</b>	<b>Population by constituency</b>			<b>Members by constituency</b>	
Rest of East Midlands	-	-		10,119	75.49%
Newark and Sherwood	-	-		3,141	23.43%
Rest of England	-	-		124	0.93%
Out of Trust area	TBC	-		21	0.16%
<b>Public membership breakdown by demographic</b>					
<b>Gender</b>					
Male	2,449,272	49.51%		4,720	35.21%
Female	2,497,908	50.49%		8,487	63.31%
Transgender	-	-		1	0.01%
Unspecified	-	-		197	1.47%
<b>Age profile</b>					
0-16	969,345	19.59%	-	0	0.00%
17-21	298,874	6.04%	7.51%	75	0.56%
22-29	489,649	9.90%	13.31%	225	1.68%
30-39	618,319	12.50%	19.39%	867	6.47%
40-49	584,196	11.81%	9.05%	826	6.16%
50-59	687,913	13.91%	11.66%	1,785	13.32%
60-74	825,787	16.69%	15.84%	3,742	27.91%
75+	473,097	9.56%	10.44%	4,863	36.28%

Not stated	-	-	-	197	1.47%
<b><i>Ethnic Origin</i></b>					
White - English, Welsh, Scottish, Northern Irish, British	3,883,712	78.50%		11,733	87.53%
White - Irish	28,729	0.58%		51	0.38%
White - Gypsy or Irish Traveller	3,556	0.07%		0	0.00%
White - Other	143,635	2.90%		106	0.79%
Mixed - White and Black Caribbean	40,443	0.82%		5	0.04%
Mixed - White and Black African	8,824	0.18%		8	0.06%
Mixed - White and Asian	21,723	0.44%		10	0.07%
Mixed - Other Mixed	15,343	0.31%		14	0.10%
Asian or Asian British - Indian	168,979	3.42%		41	0.31%
Asian or Asian British - Pakistani	48,941	0.99%		10	0.07%
Asian or Asian British - Bangladeshi	13,259	0.27%		8	0.06%
Asian or Asian British - Chinese	24,433	0.49%		15	0.11%
Asian or Asian British - Other Asian	37,936	0.77%		16	0.12%
Black or Black British - African	41,801	0.84%		15	0.11%
Black or Black British - Caribbean	28,926	0.58%		18	0.13%
Black or Black British - Other Black	10,807	0.22%		4	0.03%
Other Ethnic Group - Arab	9,747	0.20%		0	0.00%
Other Ethnic Group - Any Other Ethnic Group	15,999	0.32%		8	0.06%
Not stated	400,387	8.09%		1,343	10.02%



# *Meet your Governor refresh*

Proposed approach to introducing  
'Hot topics'

Kevin Stewart, Governor &  
Rich Brown, Head of Communication

9 July 2024



# Recap: Agreed high-level changes

## As-is process

- Governors undertake monthly *Meet your Governor* across Trust's three hospitals
- Governors capture feedback on a paper form that includes the number of people spoken with, new members signed up and the topics of conversation
- Generic feedback provided to the Membership & Engagement Committee

## Agreed principles for new process

- Refresh of format to promote greater exploration of both concerns and strengths to enable qualitative information to be collected and shared
- Move to quarterly focus on agreed 'hot topics,' starting with patient discharge (July to September 2024)
- Key benefit: Targeted focus on 'hot topics' that generate meaningful and actionable feedback for the Trust and specific services.
- One governor to act as the 'hot topic lead' each quarter, as per newly-drafted role profile.

## Recap: Agreed high-level changes

- The Hot Topic Lead to collaborate with the Director of Corporate Affairs to review the feedback and actions taken in response and participate in its feedback to the M&E Committee.
- Hot topics will be informed by other feedback received at MYG sessions, with Governors to agree on the next Hot Topic and consider the forward programme. A briefing on the Hot Topic will be arranged at the start of each quarter.
- An Annual Review on the impact of the MYG scheme to be prepared including the longer-term effect of the actions taken and their outcomes.

# How these changes will be fed back

- Governors to use (wherever possible) a new, simple online form to record feedback on its four tabs covering the Hot Topic, other general positive comments, other general negative comments and Governors' attendance.
- Feedback will be collated into a Master spreadsheet by the Communications and Membership Officer and reported back to the M&E Committee on a quarterly basis.
- Importantly, the "Master" spreadsheet will include additional fields to record actions taken, dates for their review, outcomes and feedback to share with the M&E Committee.



# Introducing our first hot topic Patient discharge

Hot topic lead: Kevin Stewart



# Proposed approach

- Run first quarter's sessions on Patient Discharge as a 'proof of concept' of new Hot Topics format.
- Move July, August and September MYG sessions at King's Mill to the Trust Discharge Lounge to encourage more targeted engagement about patient discharge.
- MYG sessions to continue in their current format at Mansfield Community Hospital and Newark.
- Hot topic lead for this quarter's hot topic to present findings back to the teams closest to the Trust discharge processes at end of September.
- Work to run simultaneously on establishing process for the Q3 'Hot Topic' on the Trust's broader Patient Experience.

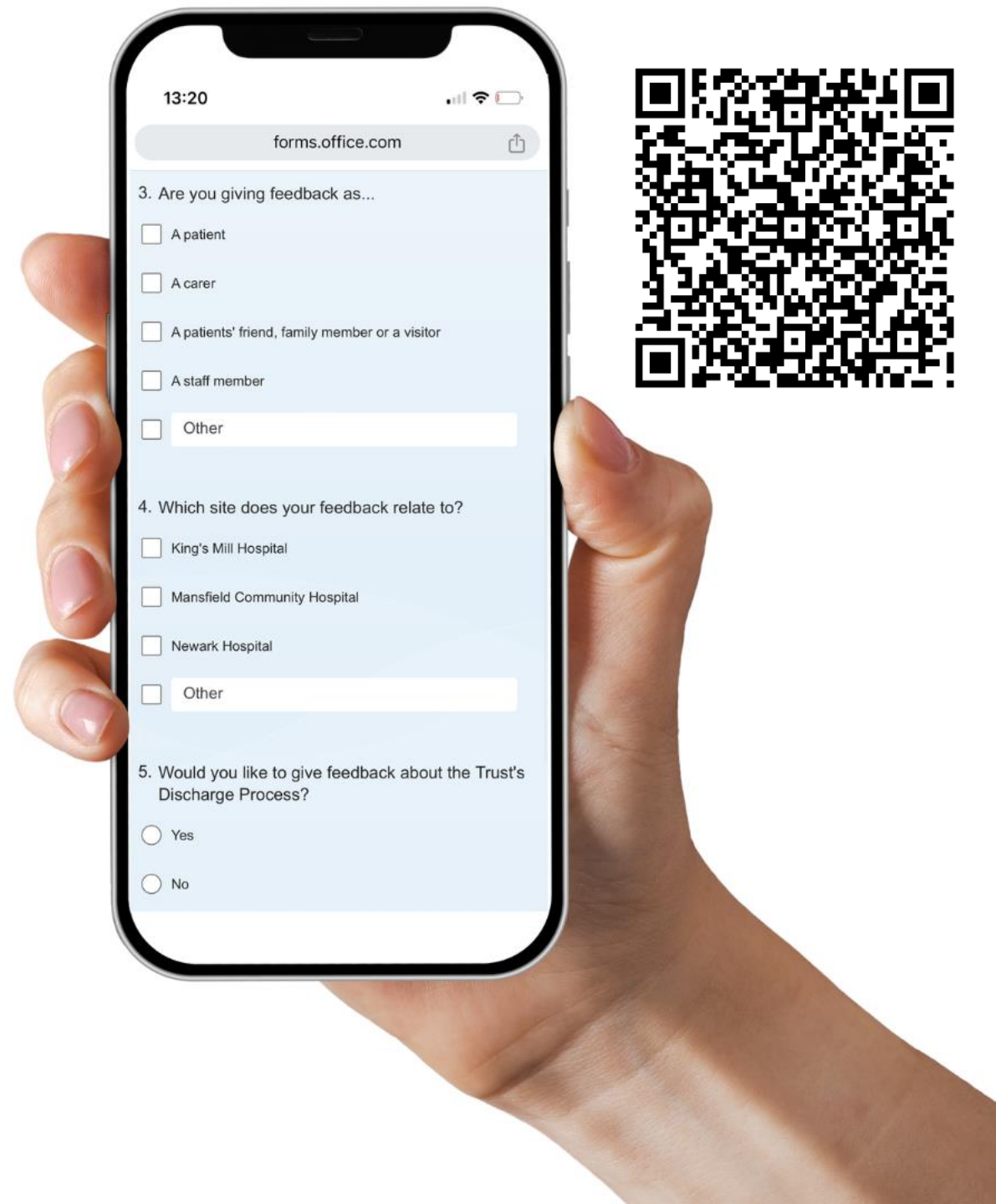


# Proposed approach

## Introducing the new online form to capture patient feedback

- ✓ Collects feedback in a structured way, automatically populating the spreadsheets
- ✓ Less paper and 'double keying'
- ✓ Always up-to-date
- ✓ Allows for feedback on Hot Topics, while still allowing feedback on broader Trust services

**Scan the QR code to try the new online form for yourself**



# Support for you to lead these important conversations

- ✓ Redesigned 'digital first' feedback form, with paper form available as an alternative and back-up.
- ✓ 'Core script' on the Trust's challenges and approach to patient discharge to be provided in the MYG folders to support and frame those conversations.
- ✓ Governors undertaking MYG to link with Nurse in Charge in the Discharge Lounge as a point-of-contact on the day to advise on specific queries raised around Trust discharge processes.
- ✓ On-site support from the Trust Communications team for the Discharge Lounge sessions.





# What we need from you to support this change

- ✓ Give feedback on the new process and materials as soon as possible
- ✓ Consider taking part in a pilot session in the Discharge Lounge to 'road test' the new process.
- ✓ Share your availability for the next week-long round of *Meet your Governor* sessions planned afternoon sessions for W/Cs 22/29 July (TBC)
- ✓ Give feedback during the quarter to iteratively improve the process for the future
- ✓ Help shape process for Q3 Hot Topic



Outstanding Care,  
Compassionate People,  
Healthier Communities



Sherwood Forest Hospitals  
NHS Foundation Trust

**Thank you for  
listening**  
*What questions  
do you have about  
the new process?*



## **Governor “Hot Topic” Lead Role Description**

### **Background to the role:**

The Foundation Trust operates a Governors’ “Meet Your Governor” Scheme (MYG) through which feedback from patients, their carers/families and the public is received, recorded and acted upon.

The selection of a Governor “Hot Topic” on a quarterly basis will be by agreement of the Governors present at each Membership and Engagement Committee. The “Hot Topic” is an addition to the MYG Scheme and means that all contacts will be asked whether they have any specific feedback.

The Governor “Hot Topic” Lead is an additional duty allocated by agreement of the Governors present at the Membership and Engagement Committee. In the absence of agreement, the Foundation Trust’s Lead Governor will decide which governor is allocated the role.

### **The Role and its accountability:**

- The Governor “Hot Topic” Lead is accountable to the Membership and Engagement Committee and will carry out the role for a specific quarter.
- The Governor “Hot Topic” Lead is the lead contact point for the governors in relation to the operation of the MYG Scheme and will collaborate with the Foundation Trust Lead Governor, the Director of Corporate Affairs, the Head of Communications, and their delegates, as necessary, with the primary focus on:
  - the effective recording of all feedback and on the “Hot Topic” in particular
  - leading on its presentation to the Membership and Engagement Committee
  - the agreement of actions flowing from the feedback
  - the ongoing monitoring of those actions to closure
  - participation in any ongoing engagement required within the Foundation Trust in order to support the resolution of matters raised through the MYG Scheme
- To engage with the Head of Communications in relation to any communications requirements in advance of them being issued.
- To raise any support requirements so they can be acted upon.
- To carry out any other MYG Scheme related duties as requested by the Membership and Engagement Committee from time to time.

### **The Person:**

The Governor “Hot Topic” Lead will need to:

- Be a Governor from any membership category.
- Be an ambassador for the MYG Scheme and embrace the Foundation Trust’s CARE values in all engagements.
- Communicate clearly and openly and challenge constructively.
- Be willing and able to present on findings and progress to the Membership and Engagement Committee.